

**Remarks**

Claims 1-24 were previously pending in the application. Claims 13-19 are amended herein. Applicants submit that support for the foregoing amendments may be found throughout the specification and that no new matter has been added by way of this amendment. Applicants explicitly reserve the right to add/pursue the claims as originally filed at a later date and/or in a continuation/divisional application. Applicants respectfully request reconsideration of the instant application in view of the foregoing amendments and the following remarks.

**The Examiner's Restriction Requirement**

In the Restriction Requirement dated December 10, 2007, the Examiner states, "Restriction to one of the following inventions is required under 35 U.S.C. § 121...." (See, Restriction Requirement, page 2). The Examiner asserts that restriction of the claims is required and that Applicants should elect one of the following groupings:

Group I.       Claims 1-12 and 23-24, drawn to an interface, medium and system for a selectable graphical interface, classified in class 705, subclass 10.

Group II.       Claims 13-22, drawn to method and device for determining preference information associated with a respondent and a product, classified in class 705, subclass 10.

**Applicant's Election**

In response to the Examiner's Restriction Requirement, Applicants elect to prosecute the claims of Group II (claims 13-22) for substantive examination in the instant

application. Further, Applicants preserve the right to pursue non-elected claims or subject matter in one or more divisional applications at a later time.

In the event that a telephone conference would facilitate examination of the application in any way, the Examiner is invited to contact the undersigned at the number provided.

Respectfully submitted,  
Chadbourne & Parke LLP

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